



*“The most stressful part of my ski day is getting to the resort”*

SKI SEASON IN A GLIMPSE

40+ days on snow  
Expert Rider  
Breakfast Burrito King

Dan Nowak

ABOUT

Dan is a lifelong skier/snowboarder and transplant to Utah from the East Coast. He met his wife at Snowbird 8 years ago and are pregnant with their first child. Dan has been known to take conference calls on the ski lift when the snow is good. Having a healthy work life balance is a high priority in his life and with stressful job his time on the hill with his circle is one of his highest priorities in the winter.

KNOWN HABITS

- Checks OpenSnow.com religiously to check for storms
- Always drives his truck up to the resort no matter the traffic so he can grill out or bail whenever he wants
- Plans his general ski schedule well before season begins to get the most time on the mountain with his circle

GOALS

- Get notified when parking lots start to fill up.
- Sync his ski schedule with his friends.
- To avoid getting COVID while getting more “best days ever” at the resort with his wife and friends.

BIO

Age	36
Pass	IKON
Marital Status	Married
Job	Marketing Manager
Location	South Salt Lake

FAVORITE BRANDS



PAIN POINTS

- The resort reservation and parking systems are a nuisance and might cause him to miss good snow days on the mountain.
- There are too many apps and websites to check up to date ski conditions, covid restrictions, and pass resrvations.
- Really hates riding with crowds and long lift lines while maintinaing COVID protocols to keep his pregnant wife safe.